



ORDER

Flight Dates **09/28/12-10/04/12**

Contract / Revision **308282 / NRCC IE 2012**

Original Date / Revision 08/17/12 08/17/12

Advertiser **NRCC IE**

Agency **National Media Inc**
Buying Contact

815 Slaters Lane
Alexandria, VA 22314

Product
NRCC IE 2012

Agency Com 15%

Billing Contact

815 Slaters Lane
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3013**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	2	\$1,232.50	\$1,450.00	0.00	08/27/12	09/30/12	2	\$1,232.50	\$1,450.00
October 2012	8	\$4,930.00	\$5,800.00	0.00	10/01/12	10/04/12	8	\$4,930.00	\$5,800.00
Totals	10	\$6,162.50	\$7,250.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	09/28/12	10/04/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/28/12	10/04/12	11111--	5		\$450.00		0.00						
E 2	KNXV	09/28/12	10/04/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/28/12	10/04/12	11111--	5		\$1,000.00		0.00						



KNXV

Print Date: 08/17/12

Page 2 of 2

**KNXV-TV
PHOENIX**

Contract / Revision **308282** Flight Dates **09/28/12-10/04/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **NRCC IE** Product **NRCC IE 2012**

Estimate # **3013**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
*Tax 1 Note: Tax 0.5%.													Totals	10 \$7,250.00